



LISTENING TOUR

UTAH COUNTY, UTAH

Alpine, American Fork, Cedar Fort, Cedar Hills, Highland, Eagle Mountain, Lehi, Lindon, Orem, Payson, Pleasant Grove, Provo, Saratoga Springs, Spanish Fork, Springville

September 20, 2005



SECTION ONE: PROJECT OVERVIEW

The Utah Arts Council is developing a long-range strategic plan for the arts in Utah. Research and public input are critical components in developing a relevant and successful plan. The Utah Arts Council Listening Tour was developed to gather information from the general public, engage in public and open dialogue, and define strategies for advancing arts and culture in the State.

Beginning in the summer of 2005, the Utah Arts Council embarked on an ambitious statewide Listening Tour, the first in its history, visiting communities throughout the state of Utah.

This comes at a time when there is a new Governor, Jon M. Huntsman, Jr., a new Department of Community and Culture headed by Yvette Diaz, and a new director of the Utah Arts Council, Margaret Hunt. The time seemed right to take a look at the role of the Utah Arts Council in serving its constituents and adding public value.

METHODOLOGY

On September 20, 2005 and November 10, 2005, the Utah Arts Council conducted interviews with community leaders and representatives of various arts and community groups in the Utah County area.

The Listening Tour also included small group interviews, a discussion with community leaders and a public town hall meeting with the general public.

The Utah Arts Council designed the interview and discussion questions to elicit advice, opinions and ideas about the current state of the arts in Utah County and the vision of the community for arts and culture in the future.

The results of the interviews and discussions are summarized in the following report.



SECTION TWO: INTERVIEW SUMMARIES AND FINDINGS

The following common themes were provided by interviewees during the Utah County Listening Tour.

<u>ADVOCACY</u>	<p>Problems: There is a need for statewide collaboration to help legislators understand the importance of arts funding. Communication is critical. The area is concerned that the arts are being forgotten.</p> <p>Ideas: The Utah Arts Council should be a repository of information that all can use when approaching legislators. Advocacy training for individuals and groups would be beneficial.</p>
<u>PUBLIC AWARENESS</u>	<p>Problems: There is a need for more local public awareness of what is happening. There is a feeling that local papers are not covering local arts events and that recognition of achievements in the arts is not happening on a local or state level. Utah County needs to be known for more than BYU; it should be known for its museums and a place for conventions. There is a perception that if art doesn't happen at BYU, it doesn't happen in the community. The general public needs to be made aware of good arts opportunities and experiences.</p> <p>Ideas: Web links to Utah Arts Council and to local arts council would be helpful. Having arts information and arts listing posted locally and statewide would be a good step in networking.</p>
<u>VALUE OF ART: EMOTIONAL AND MONETARY VALUES</u>	<p>Problems: It is easy to leave arts out of any discussion because it is emotional and comes with financial costs. Most economic development and business efforts are focused on the bottom line, not emotional value. Many people are arts appreciators but may not be involved directly in making art</p> <p>Response: Arts are a way to express emotions and ideas. They increase public awareness of the world and its societies. In turn, we become stronger and more discerning through art. Arts empower people to think outside the established norm and foster creative solutions to problems in all areas of life. Art increases the beauty of a community. It validates feelings in a world that deadens and numbs through infotainment. It offers a sense of accomplishment that comes from deep within. If more audience involvement was developed, more people would participate as the art would become personal to them.</p> <p>We need to raise a new generation who lives the arts. Lack of art is not an emptiness of the purse but emptiness of the soul.</p>
<u>ARTS IN EDUCATION</u>	<p>Problems: There needs to be better partnerships between schools and the arts community. Schools don't send home information about arts activities. Attending arts functions at a young age sparks the interest. If school districts can't afford busing, this affects students' exposure to seeing theater and other</p>

	<p>types of art. Busy work in arts does not equate to arts education. Keeping arts in schools take a lot of hard work and cooperation. Arts are fundamental to core curriculum.</p> <p>Ideas: Establish a partnership with the Utah Board of Education. It would be helpful to have a statement from the Governor that he supports arts education in the schools and cultural activities in the lives of children. The focus should be on experience and understanding of the arts rather than just “doing” art.</p>
<u>VENUES</u>	<p>Problems: There is a need for more small venues. Orem Hale Theatre is limited by space in providing after school theater programs. BYU and SCERA also don't have enough space for activities.</p> <p>Ideas: Provo and Orem should collaborate and work together in locating arts venues and together create an arts district.</p>
<u>VISUAL ARTS</u>	<p>Problems: Co-op galleries need to be developed. Currently there are only two art galleries in the Provo / Springville area. There is also a need for a community art gallery.</p>
<u>COMMUNITY ARTS PROJECTS</u>	<p>Problems: Need to provide more opportunities for children and amateurs to perform and show art on a small scale. The area continues to grow with diverse populations which have their own arts and traditions to integrate into the community.</p> <p>Ideas: Explore new ideas through modern expression of art. Would like More free events. Communities are judged by their arts. Let's involve people in the community.</p>
<u>DEVELOPMENT</u>	<p>Problems: The area needs to see more professional groups developed. Local arts councils need to be strengthened and be more connected with the Utah Arts Council. Need help via the Utah Arts Council to network with businesses and government leaders, provide continued support through conferences, exposure, key note speakers, arts education specialists, funding.</p> <p>Ideas: Have a young representative in every region and have them get together once a year. It would be helpful to know other cities' /towns' best practices in the arts. It takes someone to dream and then spearhead a vision of an arts community. This passion is “sellable” as Cedar City and Sundance have shown.</p>
<u>FUNDING</u>	<p>Problems: More student grants should be made available. The area needs assistance with arts funding to aid in the support of low-income participation. Small groups need assistance to purchase appropriate insurance coverage for arts activities. It's difficult to find local donors. The CARE tax (Culture, Arts Recreation & Enrichment), 1/10 of 1%, will be on November ballot for the Utah County. There is a need for more funding to smaller, rural arts efforts and artists.</p> <p>Ideas: It would be wonderful to have an endowment created for school theater programs and productions.</p>

INTERVIEWS

Interviews were conducted with local arts, government, education, literary and civic leaders. The purpose of the interviews was to elicit responses on the role of arts in the community at this time, perception of the role of arts in the future and the Utah Arts Council's part in that vision.

Culture and Tourism / Quality of Life

Want to brand Utah County as a destination place. ♦ Want people to know there's a lot more than BYU in Utah Valley. ♦ Are very involved with State Tourism and are hoping to apply for some of the co-op dollars. ♦ Provo City has pages about museums and performing arts opportunities in their Visitors Guide. They mention museums and Thanksgiving Point in their brochures. ♦ Use the Orem website to find out what is going on in Orem. ♦ Occasionally see circulars in the library or newspaper for arts events and information. ♦ Cultural tourism is relatively unknown but catches people's interest, when mentioned. ♦ I attend arts events regularly. ♦ Provo does not seem to consider the arts very important – they could be. ♦ Utah Valley is elitist and traditional about attitudes. The traditional is an attempt to appease people and not really trying to explore new ideas. ♦ Would like to see more professional groups in Utah County. Living in D.C. for over 20 years and attending arts events in the Kennedy Center, free concert downtown D.C., the Smithsonian, etc. has created a discontent in the arts available in Utah County. ♦ Downtown community is dead; if it doesn't happen at BYU, it doesn't happen. ♦ Engaging in art from an audience point of view or as a viewer involves everyone. ♦ High attendance at the Freedom Festival, but mostly a craft event and not fine art display. ♦ How do we involve more people who don't consider themselves artsy? It would be interesting to hear from a few people who are not involved in the arts. ♦ Why do people come to the Town Meeting? What draws them? ♦ Utah Valley! Convention and Visitors Bureau has done extensive research. They have also hired a fantastic agency to do their "branding" and PR materials. They have a colorful and impressive campaign. ♦ Arts are a major contributor to downtown revitalization. ♦ A couple of Sundays ago, the *Deseret News* listed all of the theaters in Utah and their seasons. You can't go anywhere and have that kind of product. It's phenomenal. ♦ Whenever I go to conferences for work, I always go to the theater in the town. ♦ Provo does a wonderful children's art festival. Experiences like this were influencing factors in his daughter later starting a flower business. ♦ I couldn't act to save my life, but I love to watch it. ♦ Many people don't consider themselves talented in a certain area, but they appreciate art and their lives are enriched by it. ♦ A large percentage of the population are likely art appreciators. We could probably do a lot to develop more art appreciators. That allows their lives to be enriched by art. It also helps provide opportunities for artists when their work is appreciated and sought out. ♦ Too often these people who are art appreciators don't consider themselves "artsy" so they

exclude themselves. ♦ People go to Peteeetneet because they take drives over the Nebo Loop and just stop in along the way.

Quality of Life

An interesting experience Provo had: About 25 years ago, Sears was looking for a place to locate a retail office tied to their catalogue business. Lots of cities were competing and offering economic incentives. Provo focused on quality of life. Provo was the only city that didn't offer any economic incentives, but they landed it. One year later, Sears underwent some changes and reformulated. All of their catalogue centers disappeared except the one in Provo. There's a lot to be said for quality of life. ♦ We talk a lot about the quality of our workforce. The quality of our workforce is not just their skills in math, science, reading, and writing. It includes their quality life experiences that they bring to the workplace. ♦ We're very fortunate on the Wasatch Front. Years ago Money Magazine selected Provo as the #1 city in the country to live and work. One of the reasons was because Provo is so close to major arts and sports functions. They have quality arts in the valley and benefit from major organizations in Salt Lake City such as the symphony, museums, etc. In so many parts of the U.S., a one hour commute is nothing. ♦ Working with people can be difficult with many divergent personalities. ♦ Art City Days—in June they produce a big concert funded by Nu Ways Events such as Youth Talent Festival (they hold auditions and hold performances outdoors.) Youth Day at the Museum—arts council sets up cabanas outside the museum and over 3,000 kids attend (face painting, calligraphy and projects such as tile painting), Springville Playhouse—funded by the commission. Gina Bertelson is the president. The council spends \$3,500 and funded four productions. Sound and lighting are free of charge and it is presented at the base of the city library. Their community theater is over 50 years old. ♦ Planning must be done that reflects small and large community needs and reflects community values. ♦ Our vision must include future generations. ♦ Need community support to fill in gaps.

Venues & Facilities

Provo City is looking at building a convention center in Provo. ♦ Open an art museum in the Orem area. ♦ Orem Library is a great resource for literature and music. ♦ I like to make artists books and display them. Used to display in Orem Library's glass cases. ♦ I would like to see more galleries, etc. for community downtown as well as other arts events. ♦ Would like to see an increase in number of galleries and arts events in the community. ♦ Would like to see more venues for exhibitions. ♦ Would like to see more publicity with events – get the word out. ♦ Everything lives under the shadow of BYU. ♦ The Orem Cultural Commission recently completed a study and survey regarding cultural facilities in Orem. The survey was sent out in utility bills. ♦ Orem Hale Theatre is limited by its current space limitations. All classes are held off-site in other facilities such as local high schools. ♦ Space for performing arts is a universal problem in Orem and Provo. Even BYU doesn't have adequate space and uses SCERA space when it's available. ♦ Provo and Orem seem to be competing for arts and cultural facilities. A recent poll in the *Herald Journal* and an editorial by their editorial board is

asking why Provo is building a new facility when SCERA could be expanded and a cultural campus could be created in the acreage around SCERA. ♦ Hale Theatre would like to be part of the arts complex near SCERA. ♦ Orem needs to expand space for SCERA and a home for Hale Theatre Orem, Utah Valley Regional Ballet, Utah Valley Symphony, Wasatch Chorale and headquarters offices for the Timpanogas Storytelling Festival. ♦ There is a concern about each community in Utah County creating their own performance and cultural centers. Alpine has a theatre, Spanish Fork wants a cultural center, Provo wants a cultural center and Orem wants to expand its cultural facilities. ♦ It would be helpful if the Utah Arts Council could facilitate an open dialogue between Orem and Provo on these issues. ♦ A donor offered six acres of land in north Provo, in very close proximity to SCERA, for the Provo Arts Center, but the Mayor and Arts Council director declined the gift because it was too close to Orem. ♦ It would be helpful if Provo's facility could be named the Provo Community Center rather than the Provo Center for the Arts. ♦ Provo City's parks and recreation director, finance director, arts council director and Mayor need to be included in the dialogue between Orem and Provo on the naming issue. ♦ The Museum of Utah Art and History (MUAH) has a problem with identify and its mission. ♦ Downtown Salt Lake City needs a significant art museum. ♦ The LDS Church Museum is a social history museum. ♦ Co-op galleries missing. Terra Nova Gallery needs competition as it is the only gallery in downtown Provo. ♦ Lee Cowan Gallery in Springville is only other gallery in the area – they are good to help contemporary artists. ♦ A broad distrust of arts in Utah Valley seems to be dissipating, but there is a missing connection to local artists. MOA helps change attitudes about arts. There is a need for a community gallery. ♦ There is a need for university professors to have solo exhibitions. It is the "New York thing" to have solo exhibitions on your resume. ♦ People from the small towns around are invited to present their work at the local museum. Next year they have scheduled an invitational exhibit. Folks can drop their art off and it will be juried in the museum. ♦ The museum is specifically interested in facility. ♦ Concerned about insurance for the museum. She wondered about purchasing riders to cover the art. ♦ I started a competition clog team and was asked to serve on the city's arts council as a representative on dance. ♦ The Arts Park (site of the folk fest) is fourteen and a half acres with a new sound booth, concrete stage, bleachers, rest room, tennis courts, pavilion, large pond. ♦ She's worried that when she leaves, the momentum will fall if she doesn't have someone already in line to keep the continuity going for the folk fest, the concert series, and all the events she's been planning.

Programs and Services

I like to write. Entered works in the Utah Arts Council 47th Annual Writing Competition. ♦ Am a member of Orem's Guild of Book Writers, which has a newsletter. ♦ I use the Utah Arts Council's ArtsOps. ♦ Please provide more free events for the public. ♦ Plans to enter competitions and submit proposals to galleries. ♦ Is not aware of UAC programs. Wondering where to start to receive funding. ♦ Local papers aren't covering arts. More television newscasts. ♦ Recognition when we win or represent Utah and communication of what we've accomplished would be great. ♦ It would be nice to have a better partnership with the Utah Arts Council in order to establish a partnership

with the State Board of Education. ♦ Local arts organizations need to have their programs validated by the Utah Arts Council for an entrée into the schools. ♦ Promotion is lacking in our programming. ♦ Would like to see more free events (quality events). ♦ BYU Library does a great job of advertising with full length posters of visiting artists. Peter Everett is over that program and is doing a great job of bringing in well known artists. ♦ Get the word out. The arts are doing a lot of good in communities, but people don't know about it. ♦ He liked our presentation. It reminded him of all that's happening in the state. It's exciting to get the overall perspective. ♦ Strengthen local arts councils. ♦ Connect local arts councils to the UAC and to network of other local councils through a weekly email. ♦ It would be helpful to learn from other cities/towns' best practices. ♦ Make art councils and community feel appreciated. ♦ It would be great to have a young representative in every region and to get them together once a year. ♦ The most valuable service a community arts council can provide is making connections. ♦ Established Utah Children's Writers which e-mail listserves over 600 writers who live in Utah. ♦ Created Utah Writers which has a monthly email newsletter serving writers and illustrators. It provides information on appearances, events, sales, publications, awards, etc. to over 700 people. ♦ More could be done online for the artistic community to make better connections. ♦ Is involved in the Mormon Arts Foundations which brings artists of various disciplines together. ♦ Peteetneet Arts Council presents one show a month. Eight to ten people are on the board. ♦ There is no paid staff with the Payson Arts Council, but there is paid staff at the Peteetneet Museum. ♦ Asked if the UAC had traveling shows. ♦ Could also use help in getting visas for foreign artists who perform at the folk fest. INS lost their visa applications for the festival this year. It's a terrible mess since 9-11. ♦ UAC should make granting eligibility broader and it should be more understandable for organizations to know what categories they can apply for. ♦ Utah Arts Council should continue to offer information and networking opportunities among the various art forms, school districts and grade levels. ♦ Provide support via funding, organization and conferences and provide exposure to a large variety of arts education specialists, key note speakers, etc. ♦ Continued crossover opportunities for all art forms. ♦ Continued support for low-income families and districts. ♦ Simplify the application process for grant review. ♦ Rapid growth makes it difficult to make priorities. The Utah Arts Council can provide direction. ♦ It is important to have both large and small organizations involved. Need help organizing. ♦ Need to change artists' mindset about the economy of a multi-city cultural center. ♦ Need help in making decisions that are based on need as this creates a thoughtful, successful plan, rather than one based on emotion. ♦ We need to project ten years ahead, based on what we want and what we value. ♦ Regional networking must be developed in order to support each other in artistic endeavors. ♦ A market analysis should be conducted to determine the best place for a community center. This study needs to be objective. ♦ Provide a guest speaker's bureau, a music festival, more literary events, etc. Why should Salt Lake and Springville be the hub of all artistic events?

Value of Arts

The arts are a way to express emotions and ideas. They are very important to me. ♦ The arts increase awareness of the world and its societies. ♦ Arts reflect the development of

societies. ♦ Arts are important to a community as it increases the beauty of a community. ♦ Arts are important as they facilitate creativity and empower people to think creatively. ♦ Visual Arts are a way of communicating and understanding ideas. When a vocabulary is not completely understood, the arts express these ideas visually. ♦ I love to dance. Our dance promotes our culture. I want to portray and share that culture. Our groups dance in a lot of community events. We have a real group focus and work with a lot of at-risk youth. The dancing keeps them busy and we do some dances they like, latin & hip-hop so they enjoy it. ♦ Art keeps us creative and helps us to evolve. It helps us as group become a strong group, move forward and develop respect for culture. - One girl who came to us was involved with gangs, didn't like school and had a low self-esteem. She had no dance experience but her mother asked if she could be in our program. She began participating and just recently won her first Miss Tahiti contest. Her outlook on life has changed. She has not missed a practice and is working on a Sterling Scholar award at school. ♦ Theater is a great opportunity for people to learn. ♦ The Disney channel has a disproportionate number of children from the Utah Valley (because of the emphasis on culture). ♦ Disney World casts many BYU students; word has gotten out to auditioning agencies. ♦ BYU dance teams win national competitions. ♦ BYU gets huge turnouts for auditions to arts and performing programs because of its notoriety and leads into arts jobs. ♦ When companies are looking for a place to locate, they look at breadth of experiences available. It's that quality of life issue that we keep harping on. In Utah, we have an incredible quality of life. From culture to nature to sports and adventure, we've got great variety. ♦ Look at places like Shakespeare and Sundance. Think what it's done for Cedar City. It takes someone with a dream to spearhead things like that. Then cities realize that they can capitalize on it economically. ♦ That passion translates to a quality of life that is sellable. That's why people want to live here. ♦ It's easy to leave the arts out of the discussion because of emotional and financial cost. ♦ The arts facilitate monumental experiences that change people's lives. ♦ Arts means sanity to me. It refreshes my soul and helps me to deal with the reality of family life. ♦ Art is a great outlet for me, for my entire life. It is not a relaxing outlet but a demanding one. A lot of energy goes into painting. It takes a lot of work to focus energy to paint. I can't force it if I don't have the energy to produce art. ♦ Art is a family activity, something they share together. ♦ My husband has learned a lot from me. We go to museums together. He is my business agent and also stretches my canvases and builds frames. ♦ Upgrade art in the community—raise the standards. ♦ Art teaches me skills necessary for life choice-making. ♦ We become stronger and more discerning as individuals through art. ♦ Art is my solace in life. ♦ It offers a sense of accomplishment because it comes from such a deep and personal place. ♦ Art helps me maintain cultural ties and share my heritage with other people. ♦ It helps me slow down and enjoy a peaceful place and time. ♦ Art is healing. ♦ Art validates our feelings in a world that deadens and numbs our feelings through the infotainment media circus. ♦ Art can be creating anything – remodeling a room in your house is a form of artistic expression. ♦ Art gives me a sense of accomplishment and boosts my self-esteem. ♦ There is a sense of fear at the thought of having others watch your art, but it helps me take personal risks. ♦ I get to know a person in a whole different way. ♦ Art transcends borders like language and social dictates. ♦ Art is not optional – it is

what makes life bearable. ♦ Art has a multiplicity of forms and presents things to aspire to. ♦ I see evidence of creativity through the flowers the pioneer women planted in their front yards and quilting patterns. I see art in a beautiful sunset and trying to write about it or re-create it in paint.

Political/Advocacy

It's too bad when partisan politics get too involved in arts events. ♦ It would be helpful to have a statement or message from the Governor that he supports arts education in the schools and cultural activities in the lives of children. ♦ A CARE (Culture, Arts Recreation & Enrichment) tax will be on the November ballot in Orem. It has the potential to raise \$13 million. ♦ Help them build stronger relations with city government officials. ♦ Help them know how to approach government officials. ♦ Most economic development and business efforts are focused on the bottom line. ♦ She doesn't know her local representatives in the state legislature. ♦ I want to see that the candidates for city council and for mayor all have art background. ♦ Elected officials and community leaders need to support the arts. ♦ Arts are an afterthought of government officials. Need help to develop advocacy. ♦ The Lt. Governor should have influence to bring communities together. ♦ There is a need to get the right people on planning and development boards.

Youth

Would like to discuss issues of contemporary youth. Feels they are not listened to by the community.

Funding / Grants

Would like to see grants made available for students. ♦ We deal with a lot of low-income families who don't have money for costumes. Sometimes I take all the costume costs out of my own pocket but it is worth the sacrifice. ♦ Funding for busses is a big issue. ♦ Money is always a challenge—bringing the gallery up to snuff (lighting, display spaces, etc.) ♦ It's hard for Utah County families to put money into art. ♦ It's so hard to find local donations. ♦ I'd like to see an endowment fund created for our schools' theater programs and productions. ♦ It takes many years for an arts facility to make a profit.

Arts Education

The community would like to have a better partnership between schools and the arts community. ♦ Schools are very careful not to send home promotional materials or advertisements about arts programs with school children. ♦ Both Hale Theatre Orem and SCERA offer after school programs. ♦ When Hale Theatre Orem and SCERA presented *Tom Sawyer* and *Diary of Anne Frank*, which are part of the 5th and 6th grade curriculum, the school district would not allow school children to come to the performance. School districts can't afford the buses. ♦ SCERA does presentations in the schools about how drama impacts our lives. They also offer after school programs. ♦ After school programs are financed through tuition paid by students. The Utah Arts

Council grant goes to offset the tuition costs. It would be nice to have a scholarship program for children who can't afford tuition. ♦ Arts education in the schools should focus on the experience and understanding of the arts rather than on the small percentage of people who actually "do" art. ♦ The percentage of those involved in doing art is much smaller and that, unfortunately, is the focus of arts education curriculum, which may be the wrong approach. ♦ Busy work in art rooms does not equate to arts education. ♦ A meeting will be held in Midway next week of CITES (Center for Improvement of Teacher Education In Schools) that will focus on arts education. ♦ Art teacher trying to accomplish good things in his own work and foster students creativity. He communicates through his artwork and teaches his students to communicate ideas through their artwork. Art communicates through another level. ♦ Arts are important to Provo as it is largely LDS population. Latest statistic indicated that BYU MOA had highest attendance rate of university museums in the country. ♦ Strengthen arts education K-12. ♦ He's never known a time when students have had less artistic opportunities in schools than they do now. We've got to do something about it. ♦ When good artistic experiences happen in schools, we need to publicize it more because no one knows about it except the parents who hear from their children. ♦ Was recently involved in an analysis of arts in the Nebo School District. A parent group raised \$10,000 to bring a national specialist. ♦ I remember when I was young attending a production at the high school. I was on the 15th row. It was an experience that triggered something in me. ♦ We value these experiences that can provide youth an opportunity to see new dimensions of life, to expand their perspective and envision life differently. I remember the King Tut and Ramses II exhibits at BYU. They were unbelievable. ♦ I started dancing at the age of three and performed at the Paramount Theater in Provo. ♦ I helped set up the folk fest, design the arts park, redesign the high school art shop and now the Art Shop is a facility for arts classes, acting classes, storage for sound equipment, pottery classes—there are 10 wheels and two kilns. ♦ My most favorite educational memories are the artistic ones. ♦ A school board that understands "no child left behind" also means that they all get to experience all art forms as well. ♦ Schools in the Nebo district should have music education offered in grades K through 12. ♦ Schools in the BYU SITES partnership should have access to arts education in dance, music, theater and visual arts. ♦ Help educators understand the connection between art forms.

SECTION THREE: TOWN HALL SUMMARIES AND FINDINGS



A town hall meeting was held in Utah County the evening of September 28, 2005 to get input from community members as to the role of arts now and in the future. Over 40 people attended.

The discussion at the Town Hall meeting brought out ideas similar to those expressed in the interviews of the previous day. Funding, arts for children in rural and low income areas, venues, artistic development and support, the place and role of arts in the community, and public awareness and participation all were clearly and passionately discussed.

The following are the community's comments:

Culture and Tourism

Interested in promoting the arts with children and young people. ♦ As we move into the next century, we are challenged with growth in terms of diverse population, coupled with the need for cultural awareness. ♦ Involve people within the community. ♦ It's a tragedy that we lost the Pageant of the Masters. Perhaps we could bring it back and hold it in conjunction with Springville Museum activities. ♦ We should reach out to alienated artists. Alienated artists need to be on the Utah Arts Council side. ♦ Put a major link on our website to announce events throughout the State of Utah. ♦ Have the ability to contact the Utah Arts Council to have local arts events added to the website. ♦ Arts will always require public funding. The Utah Arts Council could help local arts agencies learn how to contact legislators and compile statistics to show school administrators and legislators. ♦ The Utah Arts Council should be repository for all information that communities can use when approaching their legislators.

Venues and Facilities

Need a professional quality theater with local talent. ♦ Provo's greatest need is a Performing Arts Center. That need is being met and



groundbreaking will take place in December 2005. ♦ Opportunities should involve children and amateurs to show art on a smaller scale. This would help artist who art intimidated by larger art shows. ♦ We need a Center for the Arts, a simpler way of living (not video games or TV). A center with many therapeutic opportunities. Arts can give people a vision of how life can be. It's a mechanism for healing and a mechanism for community building. ♦ Recommended that communities contact the Utah Cultural Alliance for listing of their events on the e-newsletter.

Programs and Services

Provo Arts Council is trying to incorporate as many disciplines as possible, i.e. – dance, music, visual art, etc. ♦ The Arts Council should continue to provide training, performing arts tour, and providing grants. ♦ One problem is that within the community there is nothing going on. ♦ Small communities need to provide opportunities for its residents. ♦ We need to educate those who feel intimidated by art and help them “feel” and understand art. ♦ We need a statewide collaboration to determine what can be done to help legislators understand the importance of protecting arts funding. ♦ Find ways to link the arts enthusiast with those less enthusiastic. ♦ Educate those who make funding decisions and try to expose them to arts experiences. ♦ Advertising is very expensive and most small organizations can't afford to advertise. Need to find better and more effective means to advertise. A centralized website would be helpful. ♦ Strengthening existing organizations now, will help them succeed in the future. ♦ Communication is critical. ♦ Research better ways to advertise. ♦ Provide experiences that are more artistically interesting to those who don't typically attend arts events. ♦ General public needs to hear of art successes. We need to share information even though we have limited budgets. ♦ Let's share our best practices with each other. ♦ We need to promote arts events better. ♦ Building atmosphere can affect the way people feel. Encourage city planning and architects to build consider aesthetics, style, etc. when designing and approving new structures. The developed environment is stale. ♦ Suggested we meet again in six months to have another conversation. ♦ This meeting was great, people can learn from each other and network.



Value of the Arts

Need to emphasize the difference the arts make in people's lives and that they create a greater quality of life that benefits everyone. ♦ Communities are judged throughout history by their arts: i.e., Greece, Rome. ♦ We need to make art a daily part of our lives. ♦ Art is the hallmark of a civilized society. ♦ Doing and experiencing art, brings appreciation. ♦ The value of the arts is not well known, that needs to change. We need to get the story out. ♦ Arts provide an underlying benefit to all of us. Education and increased understanding will help funding efforts. ♦ Lack of art is not an emptiness of the purse; it's an emptiness of the soul.



Political / Advocacy

The brains, talent and artistic creativity are here in the state to figure out how to solve the challenges facing us. ♦ Orem will place the one-tenth of one percent sales tax initiative on the ballot in November. They may refer to it as CARE. ♦ It is important to cross boundaries for arts opportunities. ♦ Coordination and collaboration between communities will benefit everyone. ♦ Concerned that the arts are being forgotten. Government tends to provide huge amounts of money for endangered species, so perhaps if the arts become endangered, the government will provide huge amounts of money! ♦ We need to let our representatives know arts are vital. ♦ We need to convince the legislature to fund art in schools. ♦ Advocacy training would be very beneficial.

Funding

So many artists send their work to other states to make money. It would be good to help galleries and artists to keep that revenue in Utah. ♦ Increase funding to rural areas. ♦ Funding decision makers need to know about brain development and how the arts are a critical component. ♦ Funding for arts in education keeps getting cut. Arts are fundamental in course curriculum. ♦ Since the 1970's, the percent of funding large organizations received from the Utah Arts Council has increased. That money should go to the smaller, more rural arts organizations.

Arts Education

We are bringing prosthetic experts from the University of Utah to help actors interested in learning the prosthetic art. ♦ The BYU School of Music works with diverse cultures and programs such as living legends, Hispanic productions. ♦ We are concerned about providing quality arts education with limited resources. ♦ How do we keep music happening in the 6th grade? ♦ Keeping arts in the schools takes a lot of hard work and cooperation. ♦ Arts Education is critical. We need to find the means and ways to support teachers. This is vital to our very being and quality of life. ♦ It is important that we education everyone about the importance of art and how it helps students succeed in other subjects such as math and science. ♦ Would love to help mobilize higher education institutions to improve arts education. ♦ We are at risk of losing our arts infrastructure in schools (diminishing resources and erosion of support in arts). ♦ It will take 20 years to raise a generation of art supporters. Adults are important, but children are the future. ♦ Each child can be an inspired artist. ♦ Bring permanent change – change how school funding is appropriated in Utah. ♦ We have raised a generation to believe that art is a commodity, not a way of life. ♦ Raise a new generation that live the arts. ♦ We are trying to improve the quality of local. We need to give students opportunity to apply to art shows. ♦ Need to mobilize the higher education resources through campus presidents.



APPENDIX A

Participants and Interviewees

UTAH ARTS COUNCIL PARTICIPANTS

Anne Cullimore Decker, Utah Arts Council Board Chair
Newell Dayley, Utah Arts Council Board Member
Shirley Ririe, Utah Arts Council Board Member
Margaret Hunt, Director
Lynette Hiskey, Assistant Director
Anna Boulton, Community Outreach
Carol Edison, Folk Arts Program
Craig Miller, Folk Arts Program
Guy Lebeda, Literary Program
Jana Farr, Cultural Exchange and Advocacy
Jean Irwin, Arts Education Program
Laura Durham, Visual Arts Program
Lila Abersold, Visual Arts Program
Carol Edison, Folk Arts Program

COMMUNITY PARTICIPANTS AND INTERVIEWS

Adam Robertson, *Orem Cultural Commission/SCERA Shell*
Andrea Sittle, *Juab Fine Arts Council*
Ann Swenson, *Hale Centre Theatre*
Bjorn Pendleton, *Spanish Fork Arts Council*
Campbell B. Gray, *Director, Museum of Art, Brigham Young University*
Carol Day, *Nebo School District*
Chris Roberts, *Nebo School District*
Christi Babbitt, *Springville Art Museum*
Dalene Brough, *Pan Jam*
Dave Robinson
Donna Corno, *Payson City Arts Council*
Duane Adamson, *Brigham Young University Political Science Department.*
English Department
Georgia C. Faux
Ginger Hunter
Jackie College, *Utah Valley State College Dance*



Jacob Chestnut
Jacqueline Thursby, *Utah Cultural Alliance, Brigham Young University*
James Guater
Jean Dean, Amelia Earhart Elementary Art Specialist
Jerry L. Jaccard, *Brigham Young University School of Music*
Joanne Smith, *Timpview High School Art Teacher*
Judy Noziska, *Utah County Art Board, American Fork Arts Council*
Karen McCandless, *Orem City Council*
Kathryn Allen, *Provo Arts Council*
Kimberly Cone, *KBYU*
Lana Cuer-Hanis, *Spanish Fork Arts Council*
Lane Olsen, *Brigham Young University*
Larry Ellertson, *Utah County Commissioner*
Laury Smith
Lori Baird, *Brigham Young University*
Lori England
Lorrie Lou Stark
Lutie Larsen
Marcus A. Vincent, *Utah Valley State College Woodbury Art Museum*
Margene Dayton, *Representative*
Marion "Slim" Manwill
Mark Baker, *Utah Valley State College*
Mary BaMez
Maxine Steele
Mayor Jerry Washburn, *Orem City*
Michael Morley, *Representative*
Monroe Parson, *community worker*
Pam Bowman, *visual artist*
Randy Booth, *Brigham Young University*
Raquel Smith Callis, *Downtown Alliance*
Richard Davis
Robert Overson
Ron Brough, *Brigham Young University School of Music*
Sara Lee Gibb, *Brigham Young University*
Sauna Folkire
Shauna Patrick, *Spanish Fork Community Theater Board, Canyon Elementary*
Shiree Thurston, *Orem City Council*
Shirley B. Paxman, *community worker*
Steve Clark
Steven D. Clark, *Representative*
Susanne J. Davis, *Brigham Young University Dance Department*
Tia Trimble, *Spanish Fork Community Theater Board President*
Tim Threlfall, *Brigham Young University*
Willie Holdman



APPENDIX B



Support and Services 2003-2004

Actor's Rep Theatre Ensemble	\$855
Friends of Orem Public Library	\$3,500
Juab Fine Arts Council	\$1,000
L & D Performing Arts Corp	\$500
Payson Community Theater	\$500
Pleasant Grove Players	\$1,500
Provo Arts Council	\$2,800
Provo Theatre Company	\$1,500
Sace Broadcasting, Inc.	\$1,000
SCERA	\$2,000
Spanish Fork Area Theater	\$500
Spanish Fork Children's Theater	\$500
Springville Museum of Art	\$18,000
Springville World Folkfest	\$2,000
Utah Baroque Ensemble	\$500
Utah County Art Board	\$1,000
Utah Flute Association	\$700
UVSC Woodbury Art Museum	\$1,350
Utah Valley Symphony	\$5,500
Utah Valley Youth Symphony	\$800
Wasatch Chorale	\$500

TOTAL	\$46,505
--------------	-----------------

EDUCATIONAL PROGRAMS

Mapleton Elementary, Mapleton	\$1,330
Rees Elementary, Spanish Fork	\$6,000
Springville High School, Springville	\$1,300
Springville Museum of Arts, Springville	\$3,500

TOTAL	\$12,130
--------------	-----------------

COMMUNITY/STATE PARTNERSHIP

TECHNICAL ASSISTANCE

Pleasant Grove Arts Council	<i>Board training</i>
Provo Arts Council	<i>Change Leader program</i>
Northern Utah County	<i>Board Development workshop</i>

PERFORMING ARTS PRESENTERS

Brigham Young University	\$7,500
Provo Arts Council	\$3,700
Provo Arts Council	\$3,000
SCERA	\$3,000
SCERA	\$1,500



TOTAL	\$18,700
TRAVELING EXHIBITS	
Rock Canyon Elementary	<i>"World of the Wild"</i>
Timpview High School	<i>"Tongan Culture"</i>
Provost Elementary	<i>"Rock Art"</i>
Provo City Library	<i>"Watercolor Society"</i>
Hobble Creek Elementary	<i>"World of the Wild"</i>
Mapleton Elementary	<i>"Navajo Children Weaving the Future"</i>
Grandview Elementary	<i>"World of the Wild"</i>
Timpview High School	<i>"Religions of the World"</i>
Provo City Library	<i>"Utah High School Artists"</i>
LITERARY ARTS	
Organizations that receive grants/services	
BYU English Dept.	\$1,350
Competition	
Susan J. Kroupa, Orem	\$750
TOTAL	\$2,100
TRADITIONAL FOLK ARTS	
Folk Masters hired to demonstrate at State Fair	
Maija Nielsen, Provo	\$131
Folk Arts/Apprenticeship/Ethnic Arts Grants	
Colen Sweeten, Springville	\$270
TOTAL	\$401
PUBLIC ART	
Orem - <i>UVSC Admin. Building</i>	\$18,300
Orem - <i>UVSC Library expansion</i>	\$39,200
Orem - <i>UVSC Science Building</i>	\$69,636
Orem - <i>UVSC Physical Education Facility</i>	\$208,700
Provo - <i>Utah State Hospital</i>	\$64,888
Provo - <i>Utah State Hospital Cafeteria Facility</i>	\$28,883
TOTAL	\$429,607
VISUAL ARTS	
John Rees, Spanish Fork	\$500
Ashley Knudsen	\$500
Allan Ludwig	\$500
Roland Thompson	\$500
TOTAL	\$2,000
TOTAL SUPPORT AND SERVICES	\$514,594



Statewide Services for Utah County

Name of Organization	Program
Utah PTA	Arts Education
7 Regional Orientations & 7 Panel Meetings	Arts Education
AE Workshops & Conferences	Arts Education
UAC Folk Arts exhibits	Folk Arts
UAC lectures	Folk Arts
Folk Arts calendar	Folk Arts
Chase Home poster/postcards	FA Folk Arts
Ken Brewer - Poet Laureate	Literary Arts
Literary Arts Grants	Literary Arts
Lake Effect Writers Conference	Literary Arts
State Poet Laureate presented at Utah Writing Project	Literary Arts
Poet Laureate spoke at Governor's Awards Luncheon	Literary Arts
Poet Laureate at Utah Book Awards	Literary Arts
Poet Laureate spoke for Utah Writing Project	Literary Arts
UAC Statewide Exhibition	Visual Arts
Artist Workshop: Gallery Representation	Visual Arts
Artist Workshop: Marketing	Visual Arts
Artist Workshop: Taxes and Copyright Laws	Visual Arts
Artist Workshop: Business Dealings	Visual Arts

APPENDIX C

Interview and Discussion Questions

How do you participate in the arts? What do the arts mean in your every day life?

What are you trying to accomplish in your community?

Why is it important?

What are your biggest challenges?

How can we help you build your community?

General discussion of goals, insights, wants, needs of the community.



TABLE OF CONTENTS

<i>Topic</i>	<i>Page</i>
ACKNOWLEDGEMENTS	1
SECTION ONE: PROJECT OVERVIEW AND SUMMARY	2
SECTION TWO: INTERVIEW SUMMARIES AND NOTES	3
SECTION THREE: TOWN HALL SUMMARIES AND FINDINGS	13
SECTION FOUR: APPENDICES	
A. List of Interviewees and Participants	
B. List of Utah Arts Council Support Services for the Utah County in 2003-2004	
C. Interview and Discussion Questions	

ACKNOWLEDGEMENTS

The Utah Arts Council greatly appreciates the cooperation of the Provo Arts Council and the Utah Cultural Alliance in the preparation and participation in the statewide Listening Tour in Utah County.

We particularly want to thank those individuals in Utah County who generously gave their time, advice and talents by agreeing to be part of the planning, interview and town hall meeting process. Their candor was essential to the success of the Listening Tour and the presentation of this report.

Special thanks to Kathryn Allen.

